THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI ANAND SHARMA): (a) and (b) The performance of Indian Missions abroad is appraised by the Ministry on a continuous basis in the context of our overall objective to strengthen India's relations with various countries and the welfare of Indians abroad. Such appraisal is done through various reports sent by the Missions such as monthly, quarterly, annual assessment reports, special despatches from time to time, regular reports on political, economic and consular and other matters, assessment during visits from India by various dignitaries, delegations and senior officers, meetings of Heads of Missions, reports of audits of the Missions carried out by the Office of the Comptroller and Auditor General, and inspections carried out by the Directorate General of Inspection set up in the Ministry of External Affairs. The main purpose of such appraisal is to assist the Missions to make optimal use of the available resources to achieve India's overall national interests. There is no rating of Missions.

(c) Does not arise.

Popularity of doordarshan *vis-a-vis* private channels

*488. SHRI GIREESH KUMAR SANGHI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the status of the Doordarshan *vis-a-vis* other private channels in terms of reach, revenue and popularity;

(b) whether Government have undertaken any study to ascertain the above facts;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Prasar Bharati has informed that as per viewership survey of various TV channels in TV households conducted by Indian Readership Survey, 2006 (Round I), Doordarshan is more popular than private channels as could be seen below:—

Channel	Reach %	Viewership (%)
DD-I	99.3	45.7
DD News	60.8	11.7
Aajtak	30.7	12.4
SONY TV	28.7	9.8
Star Plus	33.0	18.9
Zee TV	30.2	7.6

As per above survey, there are 89.96 million TV homes (49.09 million Cable & Satellite Homes and 40.87 million Non Cable & Satellite Homes).

Doordarshan is a public service broadcaster and unlike private TV channels it is not motivated solely by commercial considerations. However, the revenue earned by Doordarshan during last three years is as follows:—

Year	Rs. in crores
2003-04	530.23
2004-05	665.27
2005-06	946.96

(b) Prasar Bharati has informed that Doordarshan's Audience Research Unit has also conducted country-wide survey in 2005 with a sample of 7187 respondents in TV households at 18 places mainly to ascertain viewership of DD channels/programmes vis-a-vis private satellite channels.

(c) Prasar Bharati has informed that the above study also confirms that Doordarshan is generally watched more than private channels as given below:—

Channel	Viewership (%)
DD-I	72.5
DD Regional	69.8
DD News	32.1
Star Plus	24.3
SONY	18.9
Zee TV	17.8

(d) Does not arise.